

ABSTRACT

Title: Marketing plan of the Pro-6 Squash center

Objectives: The main goal of this bachelor thesis is to propose a marketing plan for a squash center in Kyje, Prague, based on a situation analysis. The primary purpose of the plan is to widen the customer base and to secure the center's revenue growth, as the reconstruction of the center is currently being planned.

Methods: For the purpose of creating a situation analysis, I have used a set of half-structured interviews with the center's owner. The situation analysis itself consists of setting a growth-share matrix, the market segmentation, competition analysis through a scoring model, and a SWOT analysis. Based on the results of the situation analysis, I have set all the marketing goals and using a marketing mix, finally set the marketing plan for the center.

Results: I found out the Pro-6 squash center has a secured spot on the market and it has been running relatively well compared to its competition. However, it is now necessary to increase the revenues. The marketing plan was set to achieve this goal by widening the customer base.

Keywords: Sports service marketing, situation analysis, SWOT analysis, scoring model, growth-share matrix, marketing mix